



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Operations Committee

DATE: April 1, 2011

FR: Executive Director

W. I. 1222

RE: 511 Ridesharing & Bicycling Contract – PB Americas, Inc.

Staff requests this Committee's authorization to negotiate and enter into a five-year contract (with the option to renew for up to an additional five years) with PB Americas, Inc., for operation of the Regional Ridesharing and Bicycling Program (RRBP). The contract period will extend from FY 2011-12 through FY 2015-16. The five-year estimated value of this contract is \$19.6 million.

### **Background**

Since 1995, MTC has contracted to deliver the Regional Rideshare Program (RRP), which has included support for formation of carpools and vanpools, outreach to employers, management of online ridematching tools, rideshare services marketing and some limited bicycling, airport, and incident-related parking information services. Separately, MTC staff and the Bike to Work Contractor have delivered additional bicycling information services. MTC has also traditionally contracted separately for marketing and market research tasks for the 511 program.

In the new contract, MTC will (1) continue the successful provision of regional ridesharing services through outreach to employers and operations of online ridematching tools; (2) establish a more consolidated regional bicycling information program, and (3) broaden the rideshare program's customer outreach to include marketing, communications, and market research activities for all of the 511 program's features and tools. To reflect these changes, MTC is changing the name of the program from the "Regional Rideshare Program" to the "Regional Ridesharing and Bicycling Program" (RRBP).

Consolidating the bicycling responsibilities under this contract will establish primary ownership and responsibility for delivery of bicycle information services and provide an opportunity to incorporate Bike to Work in the contract in the future. There are natural synergies to be gained by adding overall 511 program marketing to the RRBP contract as the RRP Contractor is already responsible for ridesharing and bicycling marketing. Additionally, the contractor is expected to be knowledgeable about all aspects of 511, in essence serving as the 511 program's "public face" to customers and employers.

### **Evaluation Process**

MTC established an evaluation panel to review the proposals. The evaluation panel consisted of four scoring members and six technical advisors. Of the scoring members, three were MTC staff

working on the 511 program. The fourth scoring member manages the Solano-Napa Commuter Information TDM program. The advisors were chosen specifically to assist with various components of the proposal, e.g., technical aspects such as proposed software and servers, 511 branding and integration with other 511 programs. The evaluation criteria included:

- Work Plan and Schedule
- Team Structure, Team & Key Personnel Experience, Qualifications and Past Performance
- Resource Allocation, Availability and Cost Effectiveness
- Communication

MTC received four proposals (Inland Transportation Services, PB Americas, Inc., Right-Click, and URS Corporation). The Right-Click and URS Corporation proposals were found to be non-responsive. Based on the written proposals from Inland Transportation Services and PB Americas, considering the evaluation criteria listed above, the evaluation panel entered into discussions with both firms. MTC then issued a Request for Best and Final Offer (BAFO) to both proposers. We received only one BAFO, from PB Americas. While Inland Transportation Services did not submit a BAFO, they did not withdraw their initial proposal. Since their original proposal remained responsive to the original RFP, the evaluation panel evaluated their original proposal against PB's BAFO. Based on a thorough review of the proposals, BAFOs and discussions, the panel unanimously recommended awarding the contract to PB Americas, Inc., the incumbent contractor.

#### **Rationale for Recommendation**

The panel unanimously scored the PB proposal higher in all evaluation criteria. The higher scores were based on PB's solid and proven work plan; their experienced, responsive and dedicated team; the team's cost-effective yet flexible approaches; and their professional and organized presentations (oral and written). PB's proposed work plan is based on their experience; the plan builds on successes and provides pragmatic solutions to challenges faced during the current contract period. Examples include expanding their team to include the Bay Area Bicycle Coalition to provide bicycling services and utilizing their non-profit status to provide tax deductions for prize donations, a test-a-ride vanpool pilot project, improved coordination with vanpool vendors, and the co-location of website servers.

#### **Recommendation**

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a five year contract with PB Americas in an amount not to exceed \$19.6 million, with a budget for FY 2011-12 of \$3.8 million, subject to approval of the FY 2011-12 agency budget.

SH:EVW

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Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.: 1222

Contractor: PB Americas, Inc.

Project Title: Regional Ridesharing & Bicycling Program (RRBP)

Purpose of Project: Ridesharing and bicycling program operations from FY 2011-12 through 2015-16

Brief Scope of Work: Operate the regional ridesharing and bicycling program; develop and implement general 511 marketing, market research and communications

Project Cost Not to Exceed: FY 2011-12 = \$3.8 million  
\$19.6 million, subject to annual budgetary approval process

Funding Source: CMAQ, TFCA, STP, SAFE, TDA, STA, RM2

Fiscal Impact: \$3.8 million proposed for FY 2011-12 agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract agreement with PB Americas, Inc. for the purposes described herein. The Chief Financial Officer is authorized to set aside CMAQ, STP, SAFE, TDA, STA, RM2 funds as specified herein, subject to the availability of funds and the annual agency budget approval process.

Operations Committee:

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Jake Mackenzie, Chair

Approved: Date: April 8, 2011